Background

There is a shortage of specialist palliative care in NSW. Cancer Council NSW is campaigning for the NSW Government to fund an additional 10 specialist palliative care doctor positions, at a minimum; an extra 129 specialist palliative care nurse positions; and culturally appropriate palliative care for Aboriginal people.

Objective

Host an I Care for Palliative Care launch event at your Autumn Relay for Life.

Purpose

Introduce the I Care for Palliative Care to the community and local MPs, secure media coverage for the campaign, and obtain commitments from local MPs to take action in support of I Care for Palliative Care.

Description

A launch introduces and draws attention to our campaign. The I Care for Palliative Care launches will look different in different regions of NSW but will all seek to involve the community, media, and local MPs.

In particular, they are an invaluable opportunity to engage local MPs and seek a commitment from them to advance our campaign. Doing so at Relay for Life, in the presence of local constituents and with coverage from local media, ensures MPs are publicly accountable for the commitments made.

A launch is also an excellent opportunity to share stories—locally sourced if possible or else from the Our Stories book—to demonstrate the impact of either adequate or inadequate palliative care in your local community.

Preparation

1. Consider which Relay for Life would be appropriate to host an I Care for Palliative Care launch. Focus on Relays in or near electorates with high or medium priority NSW MPs.

2. Invite the relevant Relay for Life Committee to consider including launch event in the program.

3. Establish a team to handle the I Care for Palliative Care launch at the Relay. This should be led by the local I Care for Palliative Care leaders or Cancer Advocacy Network. Liaison with the Relay Committees could be through an advocate who is also involved with the Relay or else local staff.

4. Develop a run sheet, including who’ll be responsible for preparing and delivering which parts of the launch.

5. Consider how to engage your MPs in the event, including what questions you’ll ask of them and what commitments you will seek from them. For example: How do you think these issues affect your community? Will you ask the Minister for Health to fund additional palliative physician and nurse positions across NSW?

6. Invite your MPs to attend the launch, taking care to ensure they understand what will be asked of them.
7. Identify a local community member with a suitable palliative care story to share at the launch. The Policy & Advocacy team and your local CCNSW office may be able to assist with this. You could also ask the Survivors & Carers Coordinator for the Relay whether they know of someone who would be appropriate. If you can't find a local person to share their story, read one—or more—of the stories from the *Our Stories* book or invite one of the people whose story is in the book to speak (through Policy & Advocacy team).

8. Recruit someone to facilitate your launch. This could be a local community leader or media personality (e.g., radio broadcaster or journalist), the local campaign leader, or someone from the CCNSW office.

9. Use the launch as an opportunity to secure additional *I Care for Palliative Care* pledges from launch attendees.

10. Rehearse your launch in advance of the Relay, including how stories will be told and how you'll ask MPs to make commitments.

11. Seek media coverage for your launch. You may need to liaise with local staff and/or the Relay for Life Committee too.

12. Don't forget to promote your event!

### After the event

1. Write to your MP(s) to say thank you for participating in the launch and for making whatever commitment(s) they made at the launch.

2. Thank and report back to your Relay for Life Committee.

3. If you've not heard back from your MP, follow up with them at an appropriate interval to confirm that they've taken the action they committed to take and find out what response they received.

### Considerations

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<th>Consideration</th>
<th>Notes</th>
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<td>Launch event to be clearly framed and described as being exclusively about cancer issues – not a general political forum. Invite only currently sitting MPs.</td>
<td>Need to be meticulously non-partisan and to keep party politics out of Relay.</td>
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<td>MPs to be advised of format and questions in advance. MPs to be assured that the forum will only focus on cancer issues.</td>
<td>The MPs attending need to have a positive experience – not damaging their relationship with us or the feel of a RFL.</td>
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<td>Local leaders could still organise a stand-alone MP event in that electorate.</td>
<td>Relay Committee may not be keen to include the launch in their particular RFL.</td>
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<td>Most suitable space likely to be where the Survivors and Carers Morning tea is held. Need microphones, seating etc</td>
<td>Suitable space needed at the RFL venue and to be programmed into the RFL schedule.</td>
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<td>Facilitator needs to be able to seek a concrete commitment from the MPs. No surprises rule applies, with MPs briefed ahead of time about what they will be asked publicly.</td>
<td>MPs may respond in platitudes with no specifics.</td>
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<td>Most of the event to be highly managed, using set pieces including stories and standard questions. Facilitator to run through rules of engagement at the beginning. Options for participation include submitting questions through the chair, or having pre-arranged questions, or a few minutes of follow-up questions on the specific topics. For those people who have questions of the MPs that are not relevant to the event, suggest they take up with the MPs separately. Encourage MPs to make themselves available for a short time after the launch to have further conversations with people.</td>
<td>Need to structure the event in a way that manages the questions and conversation, while still allowing for some participation from audience.</td>
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